Asia — Pacific Energy Drink Market Forecasted for 2015-2020

Description: The energy drink market for Asia-Pacific is projected to grow at a CAGR of 4.5% in the forecasted period of 2015-2020. Energy drinks are beverages offering metabolic stimulation through multiple legal stimulants such as caffeine, ginseng, guarana and others which act as energy booster. The Asia Pacific energy drinks market, though it's an emerging regional segment market, has been experiencing a rush in popularity in countries such as China and India which in turn will help the market to grow.

The Asia Pacific energy drinks market was dominated by Japan, with a market share of 30.4%. Rising demand for convenience beverage and changing lifestyle in Asia-Pacific region like increasing income, rising sports activities and workaholic culture are the major reasons behind the growth of energy drinks market. The rising urban class in India has been the most luring factor rounding the energy drink market.

The market segmentation of energy drinks are done based on the ingredients type, packaging patterns and sales channel for the distribution. There various ingredients which are available in energy drinks, among all vitamins and caffeine is the major market share holders. The packaging of the energy drinks plays a vital role in the market capturing. Major companies have been innovating various patterns based on customer interests. From past few years cans have been the major market share holder and is expected to increase in the forecast period. In regards to the availability to customer, sales and distribution channel play a critical role. The major ones are convenience stores, supermarkets and mass merchandisers. However convenience store is the major market shareholder with nearly 50% of the total market.

Consumers looking for quick energy solutions have allowed new manufacturers such as Monster Energy Drink, K.G. Functional Beverages Ltd and JK Ansell Ltd to tap into the Indian market. The rising popularity of sports in the country is an opportunity for players to promote their brand, create appeals and recognition among potential consumers. Red Bull GmbH led the energy drinks market.

This Report Offers:

- Market Definition for the specified topic along with identification of key drivers and restraints for the market.
- Market analysis for the Asia Pacific Energy Drink Market, with region specific assessments and competition analysis on a global and regional scale.
- Identification of factors instrumental in changing the market scenarios, rising prospective opportunities and identification of key companies, which can influence the market on a global and regional scale.
- Extensively researched competitive landscape section with profiles of major companies along with their share of markets.
- Identification and analysis of the Macro and Micro factors that affect the Energy Drink market on both global and regional scale.
- A comprehensive list of key market players along with the analysis of their current strategic interests and key financial information.

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